Claims

1. A method of allocating resources within a call center based upon a predetermined business rule of an enterprise controlling the call center, such method comprising the steps of:

analyzing records from a plurality of call transactions based upon the predetermined business rule;

recognizing a correlation among the call transaction records based upon the predetermined business rule; and

adjusting a resource of the call transactions based upon the recognized correlation and predetermined business rule.

2. The method of allocating resources within a call center as in claim 1 wherein the step of analyzing records further comprises determining a profit margin for each call transaction of the. plurality of call transactions.

3. The method of allocating resources within a call center as in claim 2 wherein the step of recognizing a correlation further comprises associating the determined profit with a call type of each of the plurality of call transactions.

4. The method of allocating resources within a call center as in claim 3 wherein the step of associating the determined profit with a call type of each of the plurality of call transactions further comprises identifying a first call type with a highest relative profit and a second call type with a lowest relative profit.

5.   The method of allocating resources within a call center as in claim 4 wherein the step of adjusting a resource further comprises further comprises reassigning agents from the second call type with a lowest relative profit margin to the first call type with a highest relative profit margin.

6.   The method of allocating resources within a call center as in claim 1 wherein the step of analyzing records further comprises determining an average speed of answer for each call transaction of the plurality of call transactions.

7.   The method of allocating resources within a call center as in claim 6 wherein the step of recognizing a correlation further comprises associating the determined average speed of answer with a call type of each of the plurality of call transactions.

8.   The method of allocating resources within a call center as in claim 7 wherein the step of associating the determined average speed of answer with a call type of each of the plurality of call transactions further comprises prioritizing call types based upon the predetermined business rule.

9.   The method of allocating resources within a call center as in claim 8 wherein the step of prioritizing call types based upon the predetermined business rule further comprising identifying a first call type with a highest relative priority and a longest relative average speed of

answer and a second call type with a lowest relative
priority and a highest relative average speed of answer.

10. The method of allocating resources within a call
center as in claim 9 wherein the step of adjusting a
resource further comprises reassigning agents from the
second call type to the first call type.

11. The method of allocating resources within a call
center as in claim 1 wherein the step of analyzing records
further comprises identifying a second product often sold
in conjunction with a first product.

12. The method of allocating resources within a call
center as in claim 11 wherein the step of recognizing a
correlation further comprises associating the first product
with a call type of each of the plurality of call
transactions.

13. The method of allocating resources within a call
center as in claim 12 wherein the step of adjusting a
resource further comprises inserting an offer to sell the
second product into a script read by an agent selling the
first product.

14. An apparatus for allocating resources within a call
center based upon a predetermined business rule of an
enterprise controlling the call center, such apparatus
comprising:

    means for analyzing records from a plurality of call
transactions based upon the predetermined business rule;

means for recognizing a correlation among the call transaction records based upon the predetermined business rule; and

means for adjusting a resource of the call transactions based upon the recognized correlation and predetermined business rule.

15. The apparatus for allocating resources within a call center as in claim 14 wherein the means for analyzing records further comprises means for determining a profit margin for each call transaction of the plurality of call transactions.

16. The apparatus for allocating resources within a call center as in claim 15 wherein the means for recognizing a correlation further comprises means for associating the determined profit with a call type of each of the plurality of call transactions.

17. The apparatus for allocating resources within a call center as in claim 16 wherein the means for associating the determined profit with a call type of each of the plurality of call transactions further comprises means for identifying a first call type with a highest relative profit and a second call type with a lowest relative profit.

18. The apparatus for allocating resources within a call center as in claim 17 wherein the means for adjusting a resource further comprises further comprises means for reassigning agents from the second call type with a lowest

relative profit margin to the first call type with a highest relative profit margin.

19. The apparatus for allocating resources within a call center as in claim 14 wherein the means for analyzing records further comprises means for determining an average speed of answer for each call transaction of the plurality of call transactions.

20. The apparatus for allocating resources within a call center as in claim 19 wherein the means for recognizing a correlation further comprises means for associating the determined average speed of answer with a call type of each of the plurality of call transactions.

21. The apparatus for allocating resources within a call center as in claim 20 wherein the means for associating the determined average speed of answer with a call type of each of the plurality of call transactions further comprises means for prioritizing call types based upon the predetermined business rule.

22. The apparatus for allocating resources within a call center as in claim 21 wherein the means for prioritizing call types based upon the predetermined business rule further comprising means for identifying a first call type with a highest relative priority and a longest relative average speed of answer and a second call type with a lowest relative priority and a highest relative average speed of answer.

23. The apparatus for allocating resources within a call center as in claim 22 wherein the means for adjusting a resource further comprises means for reassigning agents from the second call type to the first call type.

24. The apparatus for allocating resources within a call center as in claim 14 wherein the means for analyzing records further comprises means for identifying a second product often sold in conjunction with a first product.

25. The apparatus for allocating resources within a call center as in claim 24 wherein the means for recognizing a correlation further comprises means for associating the first product with a call type of each of the plurality of call transactions.

26. The apparatus for allocating resources within a call center as in claim 25 wherein the means for adjusting a resource further comprises means for inserting an offer to sell the second product into a script read by an agent selling the first product.

27. An apparatus for allocating resources within a call center based upon a predetermined business rule of an enterprise controlling the call center, such apparatus comprising:

a transaction processor analyzing records from a plurality of call transactions based upon the predetermined business rule;

a correlation processor adapted to recognize a correlation among the call transaction records based upon the predetermined business rule; and

an allocation processor adapted to adjust a resource
of the call transactions based upon the recognized
correlation and predetermined business rule.

28. The apparatus for allocating resources within a call
center as in claim 27 wherein the allocation processor
further comprises a profit processor adapted to determine a
profit margin for each call transaction of the plurality of
call transactions.

29. The apparatus for allocating resources within a call
center as in claim 28 wherein the correlation processor
further comprises a call transaction record adapted to
associate the determined profit with a call type of each of
the plurality of call transactions.

30. The apparatus for allocating resources within a call
center as in claim 29 wherein the call transaction record
further comprises a comparator adapted to identify a first
call type with a highest relative profit and a second call
type with a lowest relative profit.

31. The apparatus for allocating resources within a call
center as in claim 27 wherein the transaction processor
further comprises an ASA processor adapted to determine an
average speed of answer for each call transaction of the
plurality of call transactions.